

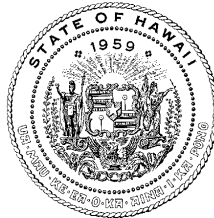
**HAWAII TOURISM AUTHORITY
REQUEST FOR PROPOSALS**

**Business Branding
Solicitation No. RFP-04-01**

Application and Information Packet

**Hawaii Tourism Authority
1801 Kalakaua Avenue, 1st Floor
Honolulu, Hawaii 96815**

**Contact: Frank Haas
Phone: (808) 973-2268**



DEADLINE FOR SUBMISSION: October 14, 2003 at 4:30 p.m.

**HAWAII TOURISM AUTHORITY
REQUEST FOR PROPOSALS PACKAGE**

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BACKGROUND AND OVERVIEW

Since its inception, the Hawaii Tourism Authority's (HTA) focus has been to refine how the marketing of Hawaii's largest export – tourism – should evolve in the face of new competition and in response to strategic efforts to reshape the Hawaii economy as a whole. The benefits of a proper balance between purely leisure tourism and business-oriented tourism were realized immediately.

Recognizing the long-term potential of growing the business tourism sector, the HTA has launched efforts to cultivate an attractive image for Hawaii as a business destination. The HTA is soliciting proposals for its **Business Branding Project** to develop a marketing program to create a marketing message and establish a brand for Hawaii to convince key decision makers that Hawaii is a dynamic business destination, where meetings, conventions and other business activities can be productive and effective because of Hawaii's unique attributes.

OBJECTIVES

The primary objective of the Business Branding Project (BBP) is to develop a business identity for the state that will influence key leaders to meet and transact business in Hawaii. The branding message will be established through an integrated marketing program managed by the HTA but supported by agencies such as the state Department of Business, Economic Development and Tourism, island economic development boards, the Hawaii Visitor Convention Bureau and its island chapters, SMG, and other organizations to assist them in their marketing efforts. Targeting will focus on senior executives who may “veto” a decision to meet or conduct business in Hawaii because of the State's strong resort image.

GOALS

The **goals** of the project are to:

- Establish Hawaii as a productive place for business;
- Test market the branding program in a limited regional area, e.g. Southern California market, with the possibility of expanding in future years;
- Market Hawaii as a business destination, complementing its leisure destination image;
- Support Hawaii's meetings and business activities with special emphasis on medical meetings, biotechnology and corporate meetings; and,
- Influence the attitude of senior executives who may currently harbor a negative attitude of Hawaii as a meeting or business destination.

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SPECIFICATIONS

FUNDING

The HTA has budgeted \$400,000.00 for the BBP for FY 2004 ending June 30, 2004. Offerors are advised that the award of this contract is contingent upon the availability of funds.

SUBMISSION OF PROPOSALS

Offerors shall submit an original plus 5 copies of the written proposal. Proposals shall be received by the HTA no later than 4:30 p.m. H.S.T., on October 14, 2003. Any proposal received after this date and time will not be considered.

Proposals shall be mailed or delivered to:

Hawaii Tourism Authority
Hawaii Convention Center
1801 Kalakaua Avenue, 1st Floor
Honolulu, Hawaii 96815

The outside cover of the proposal shall be marked:

PROPOSAL FOR BUSINESS BRANDING PROJECT

Proposals submitted electronically, by facsimile transmission, or by email shall not be accepted.

COSTS FOR THE PROPOSAL

Any costs incurred by Offerors in preparing or submitting a proposal shall be the Offeror's sole responsibility. In addition, any tax liabilities incurred by the successful Offeror in executing a contract remain the sole responsibility of the Offeror.

DISQUALIFICATIONS OF PROPOSAL

The HTA reserves the right to consider as acceptable only those proposals that are responsive and submitted in accordance with all requirements set forth in this RFP. The proposal shall also demonstrate an understanding of the scope of work. Any proposal offering any other set of terms and conditions contradictory to those included in the RFP, may be disqualified without further notice.

SUBMISSION OF QUESTIONS/BRIEFING

Offerors may call Frank Haas, Vice President of Tourism Marketing at (808) 973-2268 or email him at fhaas@hawaiiitourismauthority.org to submit questions concerning this RFP. In addition, an informational public briefing will be held on September 15, 2003 at 10:00 a.m. for discussion and clarification of the requirements of this RFP. The conference will be held in room 320 (Emmalani Theater) at the Hawaii Convention Center, 1801 Kalakaua Avenue, Honolulu, Hawaii 96815. Answers to substantive questions received by HTA will be provided to all Offerors who have requested a copy of this RFP from the HTA.

RFP SUBMITTALS BECOME THE PROPERTY OF HTA

All proposals and other material submitted by Offerors in response to the RFP shall become the property of the HTA and may be returned at the HTA's option.

TIMELINE

The schedule of key dates provided below represents HTA's best estimate of a schedule that will be followed. Any changes to this schedule will be transmitted to Offerors, who have requested a copy of this RFP from HTA.

RFP Issued	August 31, 2003
Briefing	September 15, 2003
Closing date for Receipt of Proposals	October 14, 2003
Contractor Selection and Award	October 31, 2003

PROJECT BUDGET

The project shall have a budget of approximately \$400,000. This figure is subject to the availability of funds and may at any time be increased or decreased at the discretion of the HTA. The Offeror shall submit a budget that will allocate among the various expense items the funds for advertising and public relations, administrative costs, profits, and taxes.

TERM OF CONTRACT

The HTA shall award a contract for a term of 6 months. The contract shall become effective upon execution of the contract no later than December 31, 2003.

The contract may be terminated during its term at the discretion of the HTA for reasons such as non-performance of the Contractor, change in the administration and/or funding for this program, or for the convenience of the state.

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PROJECT DELIVERABLES

Proposals should address:

1. Work Plan

The Work Plan shall describe how the project goals and objectives will be achieved through a logical plan. The Offeror's methodology to achieve the scope of work shall be described in sufficient detail to permit an objective evaluation of the proposal. The Work Plan shall clearly describe how the Offeror intends to approach the project, and how the Offeror will organize its resources, expertise, and experience to accomplish the stated goals and objectives. The Work Plan must include the following:

- A. **Organizational Structure**
Description of Offeror's administrative and organizational structure.
- B. **Brand Strategy**
Description of how Offeror will develop a brand strategy and brand for Hawaii as a place for business meetings, conventions, and other business activities.
- C. **Marketing Message**
Description of the marketing message that will be needed to convey Hawaii as a place for business meetings, conventions, and other business activities.
- D. **Implementation/Timeline**
How the project will be implemented within a timeline of six months.
- E. **Evaluation/Measurement**
A program evaluation methodology that will clearly indicate the effectiveness of the execution of the marketing message and brand.
- F. **Any Other Elements to Achieve BBP's Objectives.**
The Work Plan should also incorporate all of the necessary elements deemed by the offeror to successfully meet the BBP's objectives.
Elements may include:

1. **Collateral**
Collateral that would be used, the target audience for each, and how they will help meet the overall goal.
2. **Public Relations and Promotions**
Coordination and implementation of public relations and promotions.
3. **Advertising**
Description of advertising activities to achieve the objective and goals.
4. **Direct Marketing**
Description of direct marketing activities to achieve the objective and goals.
5. **Event Marketing**
Description of event marketing activities to achieve the objective and goals.
6. **Partnerships**
Recommendations for appropriate partnerships with the private sector that will enhance the program and provide additional funds for implementation.

A concept plan and presentation of the plan will be due to the HTA within fifteen (15) days of the notice of the award of the contract.

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PROPOSAL REQUIREMENTS

This section provides the requirements for a proposal submitted in response to this RFP that shall be submitted by the deadline set for submission of proposals. Fulfillment of all proposal requirements is **mandatory** for consideration of any proposal.

The Proposal shall include the following:

1. Proposal Letter

The Proposal Letter shall be dated and signed by an individual legally authorized by the Offeror to submit the proposal and to contract on behalf of the Offeror. The fully executed Proposal Letter shall be submitted with the proposal.

2. Offeror's Narrative

Offeror shall:

- a. Describe the goods and services by the company, including the number of employees; number of years in business; list of key company principals and their backgrounds; description of similar services provided to other organizations; size of budgets managed; and, accounting services.
- b. Describe in detail how the company will be able to provide the necessary skills and implementation strategies to complete the project and achieve the stated objective and goals of this RFP.
- c. Indicate fee and costs of providing the stated services in this RFP.

3. Project Work Plan and budget

Please see pages 5 and 7.

4. Notification of Existing or Potential Conflicts of Interests

The Offeror shall advise the HTA of any existing or potential conflicts of interest or appearance of impropriety.

5. Financials

The Offeror shall provide an audited financial statement for the past THREE (3) years, evidence of creditworthiness or other financial indicators providing evidence supporting the ability to carry out the proposed program.

6. References

Offerors shall provide at least THREE (3) references that can attest to the responsibility and reliability of the Offeror's service and personnel. The HTA reserves the right to request additional references, and to contact the references for additional information, and the Offeror shall cooperate in ensuring that HTA receives the requested information.

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CRITERIA TO EVALUATE PROPOSALS

The evaluation of proposals received in response to the RFP will be conducted comprehensively, fairly and impartially.

A review committee will evaluate and score each proposal submitted based upon the following criteria.

1. Qualifications of Offerors key personnel (10%)

- A. Depth and breadth of experience in marketing and advertising.
- B. Knowledge of the Hawaii market.
- C. Demonstrated effectiveness in developing and leading big budget programs.
- D. Ability to establish rapport and confidence with tourism and business industry and local government.

2. Qualifications of Offeror's company (15%)

- A. Level of integrity, reliability and credibility of the organization.
- B. Financial strength.
- C. Ability to administer the project as proposed in the work plan.

3. Quality of Proposal (75%)

- A. Thoroughness and cohesiveness of proposal.
- B. Ability to achieve stated goals and objectives.
- C. Projected costs for services and ability to control costs.
- D. Accountability and performance measures.

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CONTRACTING

NOTICE OF AWARD

Upon the final selection of the Contractor by the HTA, a notice of award will be issued to the selected Offeror. The selected Offeror shall immediately work with the HTA staff to promptly execute a written contract reflecting the relevant specifications and requirements of this RFP, the Contractor's proposal, the final negotiated price and scope of work, any other representation made by the Contractor to the state, and the general terms and conditions.

TAX CLEARANCE

State law requires as a prerequisite to entering into a contract with the HTA, the Contractor shall immediately obtain a tax clearance from the state Director of Taxation and the Internal Revenue Service to the effect that all tax returns due have been filed, and all taxes, interests, and penalties levied against the Contractor or accrued have been paid. To obtain a Tax Clearance application, visit: www.state.hi.us/tax/2001/a6.pdf. The application can also be electronically at: www.ehawaii.gov.org/efile.

EXECUTION OF CONTRACT

Upon the receipt of all required information, documents, attachments, and tax clearance, the Contractor and the HTA shall execute a final written agreement. Unless otherwise agreed, the Contractor may not perform any work prior to the execution of a written contract by the HTA and a Contractor. All unauthorized work performed by the Contractor prior to the execution of the written contract, shall be at the Contractor's sole cost and expense.

PUBLIC DISCLOSURE

Upon execution of the written contract, all documents submitted by the Contractor and maintained by the state shall be subject to public inspection and copying under the state's Uniform Information Practices Act provided in Chapter 92F, Hawaii Revised Statutes; provided that, any confidential commercial or proprietary information may be withheld. Offerors should identify and mark the documents containing any confidential commercial or proprietary information upon submission to the HTA.